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New Year's day, Christmas day, and
the day after Christmas.

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One Square, 7 lines, 70 cents.
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HALE BROS. & CO.

THE MIDDLE MEN IN BUSINESS

Are becoming too numerous!

—AND—

HALE BROS. & CO.

—ARE—

THE FIRST TO DISPENSE WITH THEM

When one commences to think of the great profits they have

to pay on manufactured articles, simply because the House they

buy their goods of is not in a position to buy large enough to make

it an object for the manufacturer consequently they are com-

pelled to buy of those who deal in smaller quantities, and com-

monly known as "Jobbers," it appears to us that this should not

be so. The consumer, buying of such Houses, is compelled to pay

four profits:

FIRST—The Manufacturer's profit.

SECOND—The Commissioner's profit.

THIRD—The Jobber's profit.

FOURTH—The Retailer's profit.

Any one can readily see that they have to pay an enormous

profit over the cost of manufacture when goods go through these

different hands. This has always been a serious question with us,

and since our advent in business we have been continually striving

to avoid it, and now our account for our Five California Stores is

so large that it admits us to buy the quantity demanded by any

manufacturer. This we do largely, and our never-failing CASE

makes our account a valuable one.

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MISCELLANEOUS.

Palmer & Sepulveda,

DRUGGISTS,
Northeast Corner Second and K streets, Sacramento.

Special attention given to Compounding Prescriptions—ac-

curacy and absolute purity guaranteed.

Christmas Presents!

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